

## 1 CLAIMS:

## 3 1. A gaming system including:

- 4 (a) a number of gaming machines, each gaming machine including a respective game  
5 presentation arrangement capable of producing any one of a number of unrelated  
6 game presentations;
- 7 (b) a system configuration arrangement for producing system configuration  
8 commands; and
- 9 (c) a game modification controller in communication with the player monitoring  
10 arrangement and with each respective gaming machine, the game modification  
11 controller for receiving system configuration commands from the system  
12 configuration arrangement and for communicating presentation switching  
13 instructions to one or more of the gaming machines in response to the system  
14 configuration commands, the presentation switching instructions causing the  
15 respective gaming machine to switch from a first game presentation to a second  
16 game presentation.

- 17
- 18 2. The gaming system of Claim 1 wherein the system configuration arrangement includes a  
19 manual interface through which configuration commands may be manually initiated.
- 20

- 1     3.     The gaming system of Claim 1 wherein the system configuration arrangement includes a  
2     player monitoring arrangement for producing configuration commands based at least  
3     partially upon player characteristics.  
4
- 5     4.     The gaming system of Claim 3 wherein the player monitoring arrangement includes:  
6     (a)     a player location tracking controller for producing configuration commands based  
7     at least partially upon the location of a player; and  
8     (b)     a player location determining arrangement for determining the location of the  
9     player in a gaming facility including one or more of the gaming machines.  
10
- 11    5.     The gaming system of Claim 4 wherein the player location determining arrangement  
12    includes a signal reading device for remotely reading identifying information carried by  
13    the player or remotely receiving identifying signals originating from a device carried by  
14    the player.  
15
- 16    6.     The gaming system of Claim 4 wherein the player location determining arrangement  
17    includes:  
18    (a)     a number of signal reading devices for remotely receiving identifying signals  
19    originating from a device carried by the player; and

1 (b) a signal timing analyzing device for analyzing the timing between the identifying  
2 signals received by the number of signal reading devices to determine the location  
3 of the player.  
4

5 7. The gaming system of Claim 3 wherein the player monitoring arrangement includes a  
6 player preference tracking controller for producing configuration commands based at  
7 least partially upon actual or postulated player preferences for one or more players in a  
8 gaming facility including one or more gaming machines.  
9

10 8. The gaming system of Claim 7 further including a player data collection arrangement for  
11 making individual or group player-related data available to the player preference tracking  
12 controller.  
13

14 9. The gaming system of Claim 3 wherein the player monitoring arrangement includes a  
15 player interface controller for producing configuration commands based at least partially  
16 upon communications with one or more players.  
17

18 10. A method of configuring a system of gaming machines, the method including steps of:

19 (a) producing a system configuration command; and

(b) in response to the system configuration command, switching a game presentation at one or more gaming machines in the system from a first game presentation to a second game presentation unrelated to the first game presentation.

11. The method of Claim 10 further including the step of producing presentation switching instructions in response to the system configuration command and communicating the presentation switching instructions to the one or more gaming machines to effect switching the game presentation at one or more gaming machines in the system from the first game presentation to the second game presentation.

12. The method of Claim 10 wherein the step of producing the system configuration command includes receiving manual system configuration inputs through a system management interface.

13. The method of Claim 10 wherein the step of producing the system configuration command includes:

- (a) producing location information indicating the location of one or more players in a gaming facility including one or more of the gaming machines; and
- (b) producing the system configuration command based at least partially upon the location information.

- 1      14.    The method of Claim 10 wherein the step of producing the system configuration  
2            command includes:
- 3            (a)    transmitting gaming information to a particular player using one of the gaming  
4            machines through the respective gaming machine;
- 5            (b)    receiving a player response from the player; and
- 6            (c)    producing the system configuration command based at least partially upon the  
7            player response from the player.
- 8
- 9      15.    The method of Claim 14 wherein the step of transmitting gaming information includes  
10           transmitting information on an additional game presentation different from the game  
11           presentation currently offered at the gaming machine used by the particular player, and  
12           providing the particular player an opportunity to select the additional game presentation.
- 13
- 14     16.    The method of Claim 10 wherein the step of producing the system configuration  
15           command includes:
- 16           (a)    receiving player preference data associated with a player; and
- 17           (b)    producing the system configuration command based at least partially upon the  
18           player preference data.
- 19
- 20     17.    The method of Claim 16 wherein the step of receiving player preference data includes  
21           receiving player profile data for a player profile matched by the player.

- 1     18.     The method of Claim 16 wherein the step of receiving player preference data includes  
2             receiving historical system activity data collected for the player.  
3
- 4     19.     A program product for configuring a system of gaming machines, the program product  
5             being stored on a computer readable medium and including:  
6             (a)     system configuration program code for producing a system configuration  
7                     command; and  
8             (b)     presentation switching program code for responding to the system configuration  
9                     command by switching a game presentation at one or more gaming machines in  
10                    the system from a first game presentation to a second game presentation unrelated  
11                    to the first game presentation.  
12
- 13    20.     The program product of Claim 19 wherein the presentation switching program code  
14             include presentation switching instruction program code for producing presentation  
15             switching instructions in response to the system configuration command and transmitting  
16             the presentation switching instructions to the one or more gaming machines to effect the  
17             switch of the game presentation at one or more gaming machines in the system from the  
18             first game presentation to the second game presentation.  
19
- 20    21.     The program product of Claim 19 further including system management interface  
21             program code for producing an interface for receiving manual system configuration inputs

1 and producing the system configuration command in response to the manual system  
2 configuration inputs.

3  
4 22. The program product of Claim 19 further including player location controller program  
5 code for producing the system configuration command based at least partially upon player  
6 location information.

7  
8 23. The program product of Claim 19 further including player interaction program code for  
9 transmitting gaming information to a particular player using one of the gaming machines  
10 through the respective gaming machine, receiving a player response from the player, and  
11 producing the system configuration command based at least partially upon the player  
12 response from the player.

13  
14 24. The program product of Claim 19 further including player preference controller program  
15 code for accessing player preference data associated with a player and producing the  
16 system configuration command based at least partially upon the player preference data.